Experienced In Difficult Assignments

George Herbert Walker Bush, President Ford's choice as director of the Central Intelligence Agency, is a personable politician whose loyalty to Republican Presidents has led him into difficult assignments before.

Bush replaces William E. Colby in the embattled intelligence agency, heading the CIA at a time when it is under criticism for its performance in the intelligence field abroad and for snooping on American citizens at home.

Currently the U.S. representative in Peking, Bush, 51, has been ambassador to the United Nations and chairman of the Republican National Committee.

In Washington, he is known as a gregarious, amiable Republican Party loyalist. His credentials in the intelligence community are few, but his knack for getting along with people and his wide political contacts could be an asset in an agency subject to persistent criticism on Capitol Hill.

Bush is the well-heeled, well-educated son of a former U.S. senator, Prescott Bush of Connecticut. A Phi Beta Kappa graduate (in economics) from Yale, he made his mark while still young as a Texas oilman when, after moving to Houston, he became wealthy as head of the Zapata Petroleum Corp.

GEORGE BUSH
...personable politician

Always regarded as a bright figure in Republican politics, he was elected to Congress in 1966 and 1968, becoming the first of his party to be elected from Houston. By 1970, he was being rumored as a future vice presidential nominee. But his loss that year in the election for senator from Texas ended that speculation.

President Nixon appointed him ambassador to the United Nations in 1971, where he was regarded as a hard-working official who got along easily with representatives of hostile countries.

In late 1972, Bush was summoned back from the United Nations to take over the chairmanship of the Republican National Committee from Sen. Bob Dole (R-Kan.) and thus inherited the party leadership just as the Watergate revelations began to unfold.

Bush's mission at the GOP committee was to convince Republicans that Watergate should not be allowed to affect the chances of office-holders not directly involved in the scandals.